

Cultivate the Domestic Market

Connect to the World

Tea Fair/Jewelry Exhibitions/Teayork Mall/Teayork Hub Warehouses/
Teayork Hub Technology/Teayork Hub Supply Chain/Teayoo Media

Shenzhen HJC Investment Holding Group Co.



Introduction

The Story of Tea
Introduction
Group Memorabilia
Group Enterprise Architecture
Business Ecosystem
Industrial Ecosystem
Group Data
Core Competency
Honors
Group Founder

Sectors

Tea Fair
Jewelry Exhibitions
Food Exhibitions
Teayork Mall
Teayork Hub Warehouses
Teayork Hub Technology
Teayork Hub Supply Chain
Teayork Media

Tea Fair Project

Tea Fair Layout
China Shenzhen International Tea Industry Expo
China International Tea Expo
Cross-Strait Tea Expo
World Green Tea Conference
Regional Center Exhibitions
Production Area Government Tea Culture Festival
Branding Activities at Tea Fair
Rural Revitalization Strategy
International Cooperation Government Units
International Cooperation Association Units
Domestic Cooperative Government Units
Domestic Cooperative Research Institutes



Congratulatory letter

On the occasion of the opening of the first China International Tea Expo, I would like to extend my warm congratulations and extend my sincere welcome to all the guests!

China is the hometown of tea. "The Book of Tea" says: "Tea as a beverage appeared in the Shen Nong period and was widely consumed in the Lu Zhou Gong period." Tea is deeply integrated into the life of the Chinese people and has become an important carrier of the inheritance of Chinese culture. From the Ancient Silk Road, the Ancient Tea Horse Road, the Ancient Tea Boat Road, to today's Silk Road Economic Belt, the 21st Century Maritime Silk Road, tea has crossed history and borders and is loved by people all over the world.

I hope you promote Chinese tea culture, use tea as a medium, make friends via tea, exchange and cooperation, make mutual benefit and become a win-win, and make International Tea Expo become an important platform for exchange and cooperation between China and the world, to jointly promote the development of the world's tea industry and write a new chapter in the development of the tea industry and tea culture. I wish the first China International Tea Expo a complete success!

President of the People's Republic of China

May 18, 2017

In July 2017, President Xi Jinping sent a congratulatory letter to the first China International Tea Fair.

Xi Jinping sent a letter to congratulate the 1st "International Tea Day"

May 21, 2020 was the first "International Tea Day" determined by the United Nations. President Xi Jinping sent a letter to the "International Tea Day" series of activities to express warm congratulations.

Xi Jinping pointed out:

Xi Jinping pointed out that tea originated in China and flourishes in the world. The establishment of the "International Tea Day" by the United Nations reflects the recognition and attention of the value of tea in the international community, which is of great significance to revitalize the tea industry and promote tea culture. As a major producer and consumer of tea, China is willing to work with all parties to promote the sustainable and healthy development of the global tea industry, deepen the interchange and mutual appreciation of tea culture, so that more people know tea, love tea, share the fragrance of tea, share a better life.

On May 21, 2020, President Xi Jinping sent a letter to the "International Tea Day" series of activities to express his warm congratulations.



Integration of tea culture, tea industry and tea

“A leaf enriched the people in this area” “A leaf made an industry grow”

President Xi Jinping once said this about the tea industry.



On March 23, 2021, President Xi Jinping inspected the Wuyi Mountain tea plantation and proposed: "We must integrate **tea culture, tea industry and tea technology.**

In the past, the tea industry was the pillar industry of your poverty alleviation here, and in the future, it should become the pillar industry of rural revitalization.”



Established in 2003 and headquartered in Shenzhen



Shenzhen HJC Investment Holding Group (HJC Group for short) is a comprehensive group of companies integrating conference and exhibition, industrial parks, investment funds, industrial internet and cultural media.

HJC Group has always adhered to the development concept of "branding, marketization, professionalization and internationalization", and strives to build professional theme exhibitions such as tea fair and jewelry exhibitions. With tea fair as the core, cultivates upstream and downstream resources of tea industry, and establishes multi-level services of tea industry including HJC Tea Fair, Teayork Mall, Teayork Hub Warehouses industrial park, Teayork Hub Technology, Teayork Hub Supply Chain, etc.



Open, Enterprising, Innovative and Outstanding



Group Memorabilia

2003

- HJC was established in response to the Shenzhen Government's strategy of "Building a City with Culture".

2006

- Started a nationwide tour of large-scale consumer exhibitions with 12 exhibitions in 7 cities.

2008

- The first professional exhibition, Shenzhen Tea Expo has achieved great success and received high recognition and praise from the industry.

2011

- The first large-scale joint exhibition model, the exportation of the Shenzhen Tea Expo standard launched for the first time in Nanning, and gradually promoted throughout China.

2012

- Hosted the national grade Cross-Strait Tea Expo, opening a new journey of the government exhibition of the production area.
- The first jewelry professional exhibition was successfully held in Xi'an.

2013

- The first Western Tea Expo was successfully held in Shenzhen, and Xi'an, Wuyishan, Changchun, Qingdao and Nanning to create a large-scale joint exhibition, HJC Tea Fair has gained fame in the industry.

2016

- The first domestic tea/cultural theme mall, Teayork cultural industry park opened.
- Teayoo Media platform established.

2017

- Hosted the only national grade exhibition - the first China International Tea Expo, congratulated by President Xi Jinping, and our company won the letter of commendation.
- Planned the Menghai International King of Tea Festival Appellation Cultural Festival to create a regional public brand and help alleviate poverty precisely.
- Launched Teayork Hub Warehouses Tea Industry B2B platform.

2018

- China International Tea Expo received certification by the The Global Association of the Exhibition Industry (UFI).
- Organized the 1st Silk Road Shaanxi Tea Culture Festival with the Department of Agriculture and Rural Affairs of Shaanxi Province and was a great success.

2019

- Built world's first 100,000 m²-scale culture industrial park, Teayork Hub Warehouses Industrial Park
- Hosted the annual China Tea Industry Technology Conference to lead the industry's technological innovation.
- Held 27 tea fairs in 23 cities, the annual exhibition area is up to 755,000 m², and in the "2019 China Exhibition Economic Development Report" issued by the China International Trade Promotion Association, Mainland China hosted an exhibition area enterprise ranking, ranking 11th.

2020

- Shenzhen Tea Expo was certified by The Global Association of the Exhibition Industry (UFI)
- Dubai exhibition and Kuala Lumpur exhibition were selected as recommended Ministry of Agriculture and Rural Development.
- King of Tea Competition and France AVPA Agricultural Value Added Association reached a cooperation agreement.
- Organized the first "International Tea Day" home event on May 21 and won a letter of congratulations from President Xi Jinping.

2021

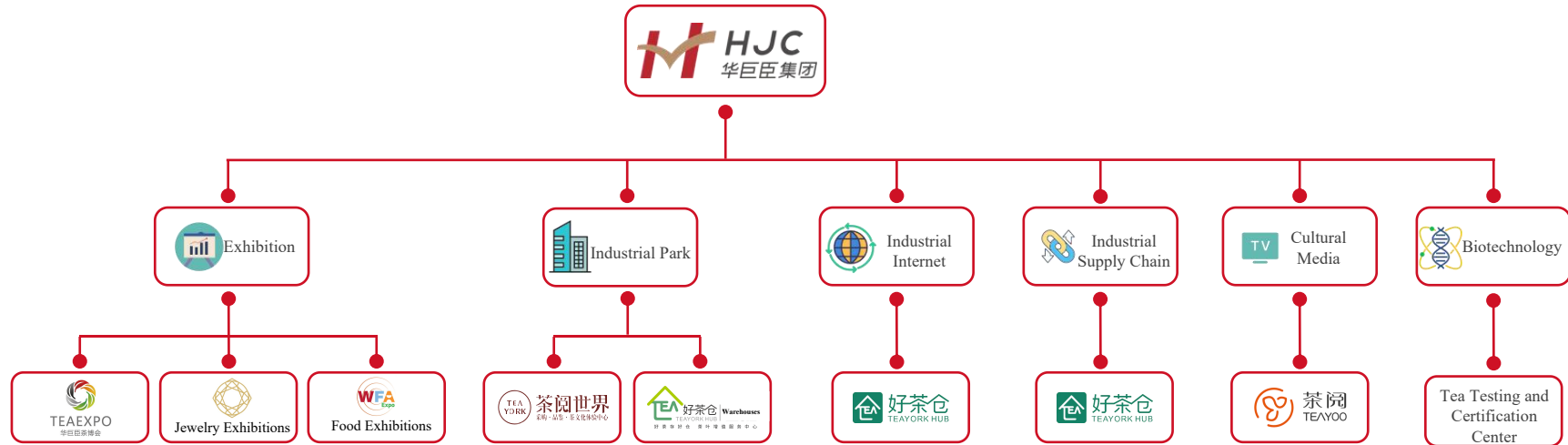
- Established the tea fair and cultural festival dual brand mode with Guizhou Province Rural Industry Revolution Tea Industry Development Leading Group, Shaanxi Province Department of Agriculture and Rural Affairs, Hubei Province Department of Agriculture and Rural Affairs, Guangxi Province Department of Agriculture and Rural Affairs, Chongqing Municipal Commission of Agriculture and Rural Affairs.
- Shenzhen Tea Expo won the top 100 exhibition projects in Guangdong Province and the Shenzhen brand exhibitions.

2023

- Layout 30 tea fairs in 25 cities.



Group Enterprise Architecture

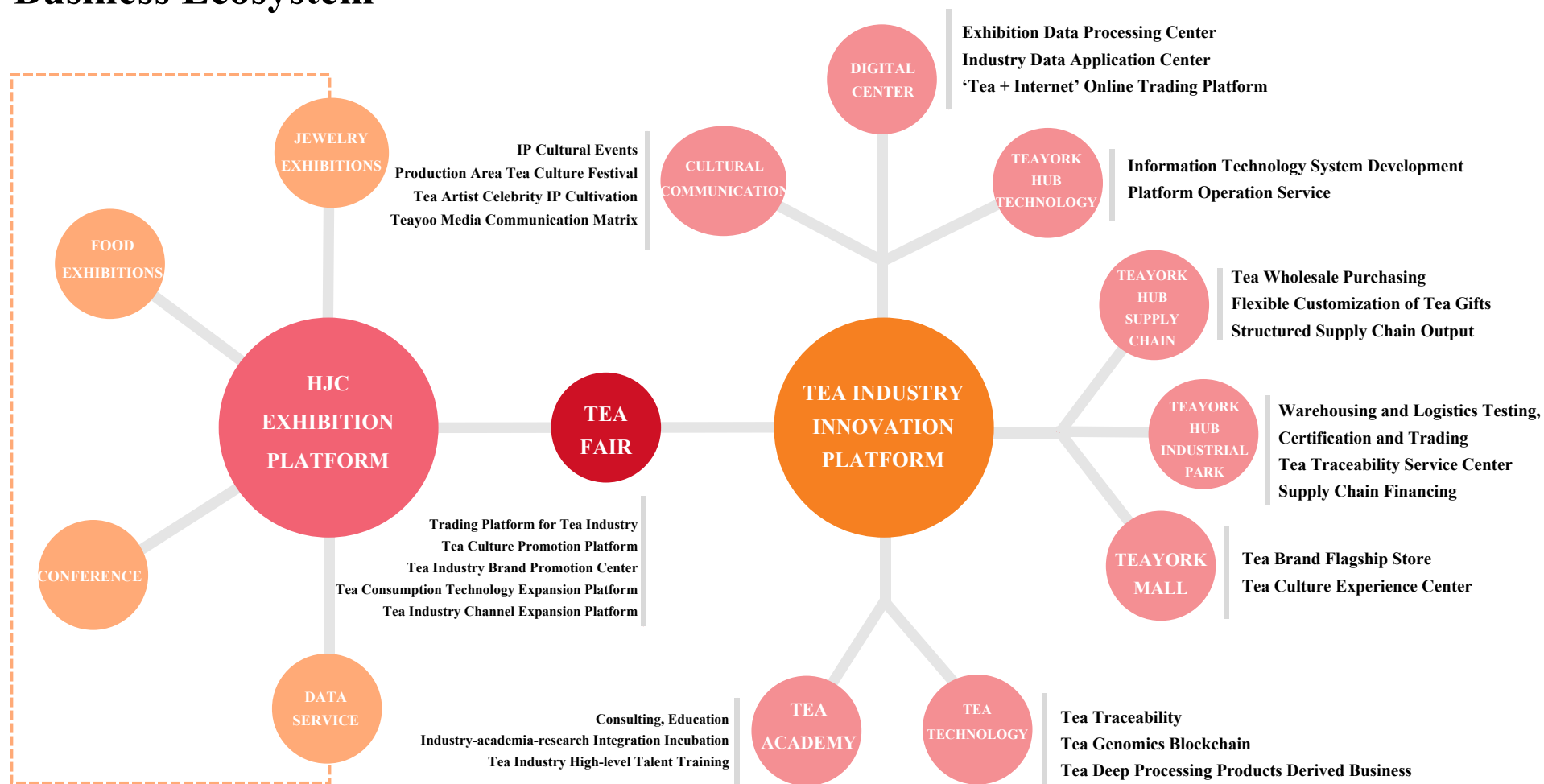


HJC GROUP, CULTIVATE THE DOMESTIC MARKET, CONNECT TO THE WORLD

Continuing to build a multi-level service platform for the tea industry, helping rural revitalization, promoting Chinese tea culture, and facilitating the exchange and mutual understanding of world tea culture. On the road of writing a new chapter in the development of China's tea industry, HJC will never stop!



Business Ecosystem



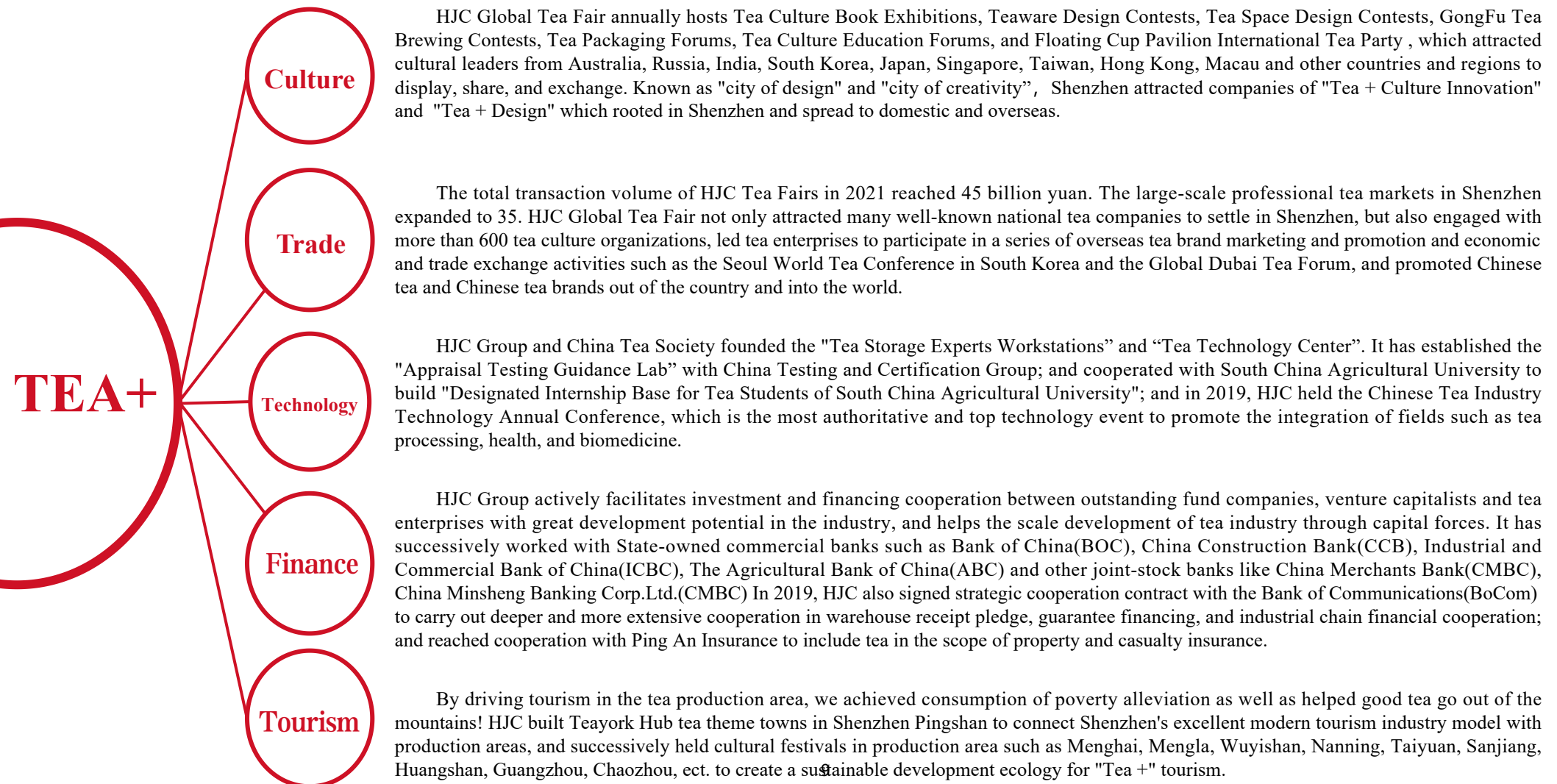
**SERVICE TARGETS: LOCAL GOVERNMENTS, BRAND ENTERPRISES,
B-END PURCHASERS AND C-END CONSUMERS**

**SERVICES: BRANDING & MARKETING, INDUSTRY FINANCING,
DATA SUPPORT AND CONSULTING LEGAL**



Industrial Ecosystem

Based in Shenzhen, empowering the diversified development of the tea industry.





Group Data (as of 2023)

23 Cities 31 Exhibitions 27 Tea Fairs 4 Jewelry Exhibitions	100,000m ² Smart Tea Warehouses 13,000m ² Tea Culture Industrial Park	Serving 30,000+ Tea Enterprises 100+ Production Area Government Cooperations	Exhibition Area Over 4.5 million m ²
248,000 Tea Distributors 430+ Associations and Industry Institutions	Strongest tea industry linkage platform in China Most comprehensive database for the global tea industry		800+ Worldwide Tea Industry Opinion Leaders
Exhibitors from 14 Countries/Regions Overseas Visitors from 29 Countries/Regions	1 Million+ Professional Buyers 10 Million+ Visitor Data	Organized 10,000+ Industry Forums/Events	Tea Fair Turnover Exceeded 45 Billion



Core Competency

Based on Tea Fair
Create a multi-level service platform for
tea industry

Branding



**Nationwide
Layout**

Marketization



**Diversified
Business**

Professionalization



**Professional
Advantage**

Internationalization



**Quality
Service**



**Operation
Management**

Establish differentiated competition advantages, create government exhibitions, regional center exhibitions, and big-scale joint exhibitions, and let multi-exhibitions make progress at the same time.

Cultivate the domestic market, connect to the world.

Prospective strategic layout

Laying out 23 core cities, creating differentiated exhibition positioning according to local conditions, and exporting the "Exhibition + Festival" model.

Diversified business development

HJC Group's Tea Fairs, Teayork Hub, Teayork Mall, etc. cooperate with each other, integrate resources to empower enterprises, and help the industry flourish.

Unique professional advantage

To recruit professionals and keep pace with the times to provide innovative services for enterprises and become the world's largest tea fair operation group.

Premium Quality Service

Always adhere to the "customer first, service first" concept, to provide customers with a series of tea industry chain solutions

Efficient operation management

Professional exhibition operation team, standardized management service system, the most sound industry database, to achieve shared use



Honors

Enterprise Honor

- The first batch of key contact companies in the exhibition industry of the Ministry of Commerce
- The key agricultural leading enterprise in Guangdong Province
- Guangdong Province Top 100 Exhibition Enterprises
- Shenzhen Key Agricultural Leading Enterprise
- President unit of Shenzhen Tea Culture Promotion Association
- Executive Vice President Unit of Shenzhen Chaoshan Chamber of Commerce

Project Honor

★ China International Tea Expo

- The Global Association of the Exhibition Industry (UFI) Certification
- "Top Ten Brand Exhibitions" certificated by China Agricultural Exhibition Classification

★ China Shenzhen International Tea Fair

- The Global Association of the Exhibition Industry (UFI) Certification
- The 4A-level professional tea exhibition certified by the Ministry of Agriculture and Rural Affairs
- The first domestic professional tea exhibition that passed the BPA international certification
- "Excellent Exhibition" of China Agricultural Exhibition
- "Brand Exhibition" of Shenzhen Bureau Commerce

★ Western China Tea Expo

- "Excellent Exhibition" of China Agricultural Exhibition

★ Cross-Strait Tea Expo

- "Exhibitor Quality Service Exhibition" of China Agricultural Exhibition





Group Founder



Wenbiao Yang CEO

Representative of the 14th National People's Congress of Guangdong Province

Representative of the People's Congress of Shenzhen Pingshan District

Member of China Democratic National Construction Association

Executive Director of Chinese Tea Society

Executive Vice President of Shenzhen Chaoshan Chamber of Commerce

Founding President of Shenzhen Tea Culture Promotion Association

Vice President of Shenzhen International Chamber of Commerce

Awarded “Changing Shenzhen Convention and Exhibition 40 People • Merit Award” in 2018

Awarded the title of “Honorary Citizen of Menghai County, the No.1 County of Pu’er Tea in China” in 2019

Awarded “Top Ten Outstanding Contributors to Guangdong Tea Culture” in 2019

Awarded “Shenzhen May 1st Labor Medalin 2022”

Awarded “Top 100 New Countryside Sage in Guangdong”

Awarded “Tea Promotion Ambassador to Xishuangbanna”

He led the HJC people, pragmatically and innovatively, cultivating the tea industry for more than 10 years by adhering to the development concept of "branding, marketization, professionalization, and internationalization". Today, HJC's grand joint exhibition business is laid out in 23 key cities nationwide, providing an international first-class trade and exhibition platform for the governments and leading enterprises of 69 famous tea-producing areas at home and abroad, helping to revitalize the countryside and bring good tea out of the mountains! By creating a whole tea industry ecological chain, HJC Group has helped over 10,000 Chinese tea enterprises to expand their markets at home and abroad! HJC Group has enabled uncountable small and medium sized tea companies to expand their market and entered numerous households in China!

Introduction

The Story of Tea
Introduction
Group Memorabilia
Group Enterprise Architecture
Business Ecosystem
Industrial Ecosystem
Group Data
Core Competency
Honors
Group Founder

Sectors

Tea Fair
Jewelry Exhibitions
Food Exhibitions
Teayork Mall
Teayork Hub Warehouses
Teayork Hub Technology
Teayork Hub Supply Chain
Teayork Media

Tea Fair Project

Tea Fair Layout
China Shenzhen International Tea
Industry Expo
China International Tea Expo
Cross-Strait Tea Expo
World Green Tea Conference
Regional Center Exhibitions
Production Area Government Tea
Culture Festival
Branding Activities at Tea Fair
Rural Revitalization Strategy
International Cooperation Government
Units
International Cooperation Association
Units
Domestic Cooperative Government Units
Domestic Cooperative Research Institutes



Tea Fair - Bring good tea out of the mountains!

With the development concept of "branding, marketization, professionalization and internationalization" and the vision of "bringing good tea out of the mountains" in mind, HJC Tea Fairs have replicated and extended the exhibition model of "Shenzhen Tea Expo" to the whole country through market-oriented operation, uniting all parties to enhance the world influence of Chinese tea, help rural revitalization and promote the high-quality development of tea industry. At the same time, the governments of the production areas fully combined with the HJC tea fair platform to promote the development of regional public brands of tea, show new achievements in the development of the tea industry, and promote the unique charm of Chinese tea culture!

In 2021, HJC Group successfully held 20 tea fairs, a total of 31,950 booths, 9,248 brand companies participating in the exhibition and visitors were over 700,000, the intention to sign the amount of up to 30.71 billion yuan, achieved the first place in the country within exhibition scale, quality, market share, trade effects, and the degree of internationalization.

In 2022, HJC held 26 tea fairs in 22 cities.





Jewelry Exhibition - Organize B2B professional jewelry exhibition.



HJC Jewelry Exhibitions, strategically based on the national market, determined to promote the development of the jewelry industry, focusing on the expansion of South China, Central China, North China, Northwest and other central cities, building a large comprehensive jewelry trade and economic cooperation service platform for the Chinese jewelry industry, assisting jewelry enterprises to develop markets and expand channels. Since 2012, more than 30 B2B professional jewelry exhibitions have been held in Xi'an, Wuhan, Shenzhen. HJC jewelry exhibitions not only use a variety of media for efficient dissemination, but also establish a professional buyer team and focus on creating a huge and accurate database, making every single HJC jewelry exhibition fun and wonderful.



Food Exhibition——One of the five major exhibitions supported by the Shenzhen Government.



HJC Food Exhibition, based in Shenzhen and Hong Kong, deeply cultivate the Bay Area, radiate the whole country, and connect the world. From October 18th to 20th, 2023, the Dawan District Modern Agriculture and Food Industry High-Quality Development Conference will be held in Shenzhen Convention and Exhibition Center (Futian), the conference by the Guangdong Provincial Department of Agriculture and Rural Development and the Shenzhen Municipal People's Government as the organizer, the Shenzhen Municipal Bureau of Market Supervision as the organizer, with an exhibition area of 70,000 square meters, the same time to hold the supporting exhibitions of the 2023 Global High-end Food and High-quality Agricultural Products (Shenzhen) Expo, the exposition by the Guangdong Province, the Guangdong Provincial Department of Agriculture and Rural Development and the Shenzhen Municipal People's Government as a guiding unit, the Shenzhen Huaajuichen International Conference and Exhibition Group Limited as an organizer.



Teayork - China's first high-end tea culture experience center.



Teayork is the key tea culture industry project introduced by Shenzhen Bao'an District Government, and is the first domestic "Tea Culture Theme MALL" with a total business area of 13,000 m². As China's first high-end tea culture experience center (version 3.0), it covers the top ten functional sectors of tea brands, tea ware aesthetics, theme tea party, tea culture experience, tea culture square, tea ceremony training, tea food, private customization, o2o mall and creative tea space. Teayork Mall is independently operated by Shenzhen Teayork Business Management Co., Ltd. which is a subsidiary wholly-owned by HJC Group. Since 2016, Teayork has hosted the branch of the Shenzhen Cultural Fair sessions for 5 times, and won the second prize for excellent branch of Bao'an District. In 2021, Teayork was awarded the title of "China's Top 100 Commodity Markets" by the China Academy of Social Sciences Evaluation; in 2022, Teayork was certificated as "Bao'an District Cultural and Creative Industrial Park".





Teayork Hub Warehouses - 100,000 m² level tea culture industrial park project.



Shenzhen Teayork Hub Warehouse Investment Development Co., Ltd. was introduced by the government of Shenzhen Pingshan District to build a 100,000 m²-level tea culture industrial park project in Pingshan. The project integrated the industry resource advantages accumulated by HJC Group for many years, and is the "world's first" tea industry chain support platform with tea culture tourism, tea museum and tea trading center on the basis of Shenzhen Tea Culture Industrial Park. With tea tourism as the window, tea museum as the cultural foundation, third-party intelligent tea warehouses and tea bulk trading, supply chain financing as the industrial core, providing multi-level value-added services around the tea industry chain, promoting the standardization process of tea industry production and trading, through innovative business models to lead the development of the tea industry, and form a trinity of ecological chain of "tourism + culture + industry".

In September 2021, the 17th China (Shenzhen) International Cultural Industry Trade Expo Pingshan Teayork Hub warehouse branch grand opening, and received widespread attention from government leaders at all levels, association leaders, experts and scholars, as well as other communities.

The park includes tea culture tourism, tea museum, bulk trading, smart tea warehouse, e-commerce platform, supply chain financing, famous tea auction, tea gene bank, modern logistics, product sales and research quality inspection, standard setting, professional certification, value assessment and tea academy, aesthetic design, cultural creativity, theme catering hotel and other business sectors.





Teayork Hub Technology

Teayork Hub Technology, dedicated to providing digital solutions for the exhibition industry in all cases, including the application of information technology and system development, platform operation services, etc., by breaking the limitations of conventional exhibitions in time and space, in order to enhance the digital service capabilities of the organizers, the trade and promotion effects of exhibitors, the procurement efficiency of buyers and the diversified experience of visitors.





Teayork Hub Supply Chain



Shenzhen Teayork Hub Network Technology Co., Ltd. is a wholly-owned tea supply chain company of HJC Group, relying on the industrial resource base of HJC Tea Fair for more than 10 years, deeply integrated with the origin of high-quality tea, tea appliance resources, strict quality control, efficient response, through the form of "tea + Internet" to create a brand collection platform store, open the circulation channel of branded tea from the original factory directly to the terminal stores, building a one-stop supply platform with a full range of categories and brand concentration. Empowering downstream tea stores to reduce procurement and operating costs and provide profitability, and providing supply chain services such as tea procurement, tea gift customization for business channel merchants and government, enterprises and institutions, with the advantages of full category supply, direct sourcing from origin and flexible supply.



WeChat Subscription Number

3 Million+ Precise and Highly Engagement Users

Teayork, HJC Tea Fair, Shenzhen Tea Expo, HJC Shanghai Tea Fair, HJC Beijing Tea Fair, Western Tea Fair, Teayork Hub Warehouses, Teayork Hub Mall

We-Media Platform

1 Million+ Influential Communication Platform

Official Website, Weibo, Toutiao, Particle News, Netease, Sohu, Tencent, Feng Media, post bar, forum, blog

Short Video Platform

5 Million+ Fission: Deep Links to People, Goods and Places

Video account: HJC Tea Fair, Teayork

TikTok account: HJC Tea Fair

Vertical Precise Community

**500+ Communités
200,000+Users**

Covering the national tea industry top KOL, KOC and accurate B-end merchants, C-end users.

Multi-Platform Live Stream

Help brands publicity and expand the influence of brands.

Online live streaming of "Teayoo Class", brand IP promotion, promotion meetings, investment meeting and live streaming of new product launch.

Breaking the limits of communication, all media coverage and promotion, Teayoo media has formed a full media matrix with Tencent WeChat public account, video account, live streaming, community, mini program as the main body, Weibo, Toutiao, Particle News, Netease, Sohu and other platforms running simultaneously.

Introduction

The Story of Tea
Introduction
Group Memorabilia
Group Enterprise Architecture
Business Ecosystem
Industrial Ecosystem
Group Data
Core Competency
Honors
Group Founder

Sectors

Tea Fair
Jewelry Exhibitions
Food Exhibitions
Teayork Mall
Teayork Hub Warehouses
Teayork Hub Technology
Teayork Hub Supply Chain
Teayork Media

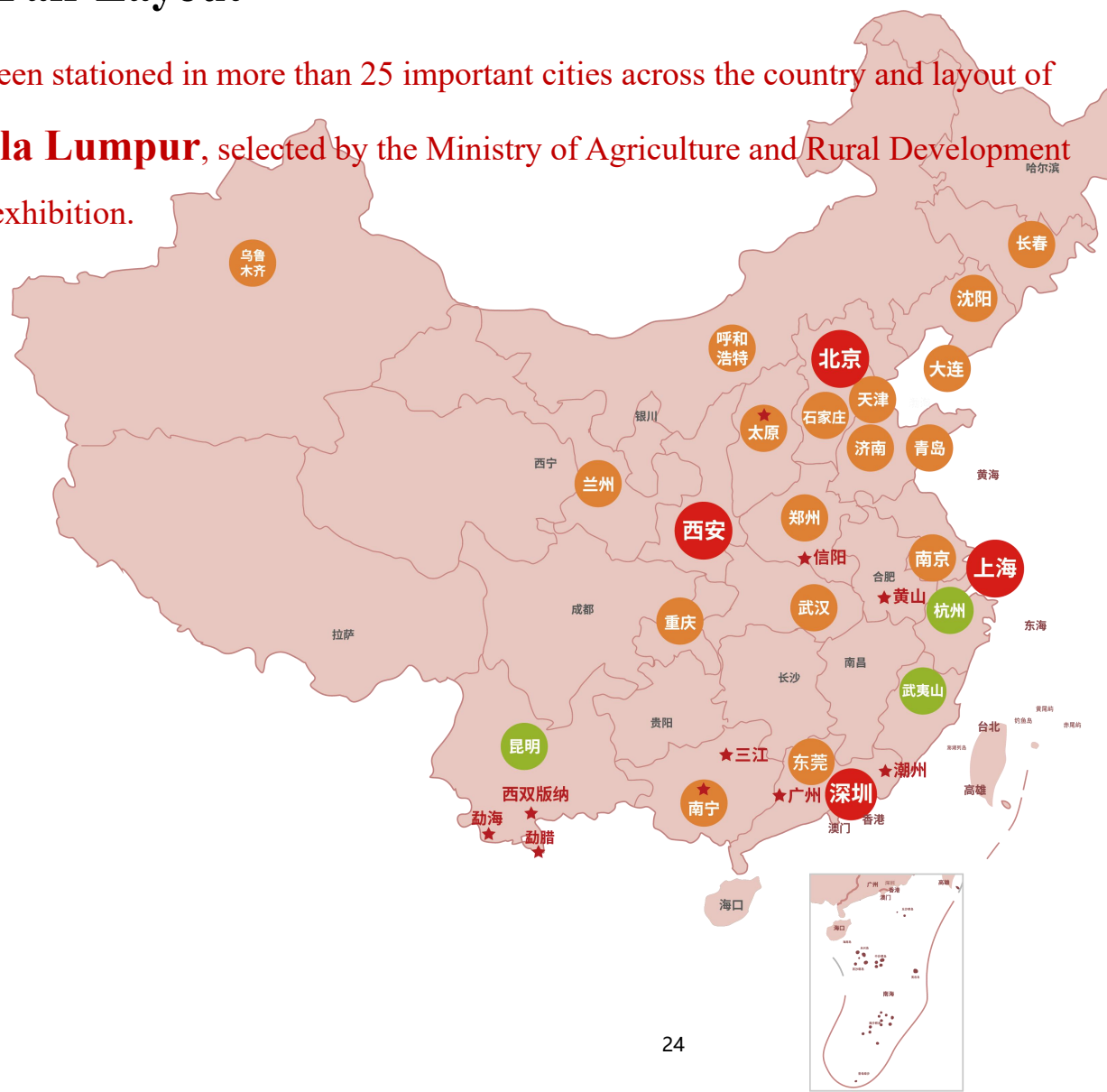
Tea Fair Project

Tea Fair Layout
China Shenzhen International Tea
Industry Expo
China International Tea Expo
Cross-Strait Tea Expo
World Green Tea Conference
Regional Center Exhibitions
Production Area Government Tea
Culture Festival
Branding Activities at Tea Fair
Rural Revitalization Strategy
International Cooperation Government
Units
International Cooperation Association
Units
Domestic Cooperative Government Units
Domestic Cooperative Research Institutes



Tea Fair Layout

Tea Expo has been stationed in more than 25 important cities across the country and layout of **Dubai, Kuala Lumpur**, selected by the Ministry of Agriculture and Rural Development recommended exhibition.



Government Exhibition

Hangzhou
Wuyishan
Kunming

Regional Center Exhibition

Shenzhen
Beijing
Shanghai
Xi' an
Dongguan

Production Area Cultural Festival

Chaozhou
Taiyuan
Guangzhou
Nanning
Huangshan
Menghai
Mengla
Sanjiang

Overseas

Kuala Lumpur
Dubai

Professional Exhibition

Eastern China

Jinan
Qingdao

Northern China

Tianjin
Taiyuan
Shijiazhuang
Hohhot

Central South China

Zhengzhou
Wuhan
Nanning

Southwest China

Chongqing
Kunming

Northeast China

Shenyang
Changchun
Dalian

Northwest China

Lanzhou
Urumqi



China Shenzhen International Tea Industry Expo

Global Tea Industry Vane World Tea People Carnival

Shenzhen Tea Expo has been successfully held for 26 sessions since 2008. 2021 China (Shenzhen) International Autumn Tea Industry Expo, with an exhibition area of 100,000 m², 4,700 international standard booths, more than 20 government groups, more than 1,800 brand tea enterprises, more than 200,000 products on display, exhibits covering the six major tea categories, tea ware, tea furniture, tea clothing, tea machinery, tea packaging, tea food, tea technology and other products of the whole industrial chain.

In 2019, Ye Zhenqin, the then Standing Committee of the Guangdong Provincial Party Committee put forward the important instruction of "making Shenzhen Tea Expo an international tea fair for 'The Belt and Road Initiative'" when inspecting and guiding the work in Shenzhen Autumn Tea Expo. As an important platform for Chinese tea to export to the world, Shenzhen Tea Expo focuses on comprehensively promoting the rural revitalization strategy, establishing strong tea brand promotion and promoting tea consumption as the core, building a large-scale platform for tea culture exchange and creating a carnival for tea people in the world.

Shenzhen Tea Expo has become an important platform to drive China's good tea out of the country and into the world for many years, and is known as "the No.1 exhibition of the global tea industry".



Ye Zhenqin(middle), then a member of the Standing Committee of the Guangdong Provincial Party Committee
Huang Min (second from left), Member of the Standing Committee of Shenzhen Municipal Party Committee and Deputy Mayor of Shenzhen Municipal Government



HJC participated in helping to promote Guangxi Liupao tea.
Zheng Yan (middle), then deputy secretary of the Shenzhen Municipal Party Committee



Wang Jingsheng (middle), Counsellor of the State Council
Chen Qianwen (second from left), vice chairman of the Shenzhen CPPCC



China International Tea Expo

China International Tea Expo is the only national grade professional tea exhibition in the country, co-sponsored by the Ministry of Agriculture and Rural Affairs and the People's Government of Zhejiang Province, organized by Hangzhou Municipal People's Government, the Department of Agriculture and Rural Affairs of Zhejiang Province, the Federation of Supply and Marketing Cooperatives of Zhejiang Province, and executive organized by Hangzhou HJC Xibo Cultural and Creativity Co.. It has become the most large-scale and influential international tea event in the world. At the opening of the first Tea Expo in 2017, which brought together ministerial officials from more than 20 countries and representatives of international institutions, national leaders sent a congratulatory letter and made the important instruction of "making the International Tea Expo an important platform for exchange and cooperation between China and the world".

2021 Tea Expo exhibition area of 70,000 m², with "tea and the world sharing development" as the theme, to build a strong tea brand and promote tea consumption as the core, promoting the "International Tea Day" main brand, a comprehensive display of China's tea industry development achievements over the past 100 years since the founding of the party. According to incomplete statistics, 2021 Tea Expo achieved a tea on-site trading volume of 254.3 tons, on-site trading volume of 223.8 million yuan, an intentional trading volume of 6032.5 tons, an intentional trading volume of 6.39 billion yuan. Among them, the largest order of 1.2 billion yuan, the volume of tea transactions on-site, the transaction amount, the amount of intentional transactions reached, the intentional transaction amount are record high.



Tang Renjian, Director of the Central Agricultural Office and Minister of Agriculture and Rural Division, attended the Tea Expo "Talking about Tea at West Lake" Summit Forum



Yuan Jiajun, Secretary of the Zhejiang Provincial Party Committee, attended the "World Tea Township, China Night" event at the Tea Expo



Zheng Zujie, then governor of Zhejiang Provincial People's Government, attended the "Talking about Tea at West Lake" Summit Forum of the Hangzhou Tea Expo



Zhao Yide, Governor of Shaanxi Provincial People's Government, attended 2021 Hangzhou Tea Expo "International Tea Day" Shaanxi Branch



30 ambassadors and representatives in 11 countries and regions including Sri Lanka, Iran, and the European Union visited the Tea Expo



Tang Renjian (right 4), Director of the Central Agricultural Office and Minister of Agriculture and Rural Ministry, and his entourage visited Hangzhou Tea Expo



Cross-Strait Tea Expo

The first Cross-Strait Tea Expo co-sponsored by 16 units including the Fujian Provincial People's Government, the State Administration of Taiwan, the Ministry of Agriculture, the State Administration for Industry and Commerce, the State Administration of Quality Supervision, Inspection and Quarantine, the China Federation of Supply and Marketing, China International Tea Culture Research Association, China Tea Distribution Association, Taiwan Provincial Agricultural Association, Taiwan Tea Association, and hosted by the Nanping Municipal People's Government. In 2012, the Cross -Strait Tea Industry Expo introduced a professional convention and exhibition company, Shenzhen HJC Convention and Exhibition Group Co. Ltd., to win high recognition and strong support at a high-quality market operating efficiency and high-quality service level, and has been hosting eight consecutive Cross-Straits Tea Expo so far, which is one of the successful cases of government exhibitions hosted by HJC.

The 14th Cross-Straits Tea Expo is jointly sponsored by dozens of units including China International Tea Culture Research Association, China Tea Distribution Association, Cross-Straits Tea Exchange Association, etc. and hosted by Wuyishan Cross-Straits International Exhibition Co. and HJC. In 2020, Cross-Strait Tea Expo settled in the Wuyi Tea Travel Town Convention Center for the first time, with an exhibition area of 45,000 m² and 1800 international standard booths, focused on cross-strait cooperation and exchange, industrial integration and development, product trade results. More than 20 provinces and cities from across the country channel resources, more than 800 brand exhibitors, 4,000 VIP buyers, tens of thousands of tea industry colleagues gathered together, made it the largest cross-strait tea industry fair.





World Green Tea Conference



In order to make the World Green Tea Conference become another cultural business card of Shenzhen and promote Shenzhen as a big window of Chinese green tea to the whole country and to the world, the 2nd World Green Tea Conference was grandly held at the 26th Shenzhen Spring Tea Fair. This year's conference is co-sponsored by China International Tea Culture Research Association, Huangshan Municipal People's Government, Guzhang County People's Government and HJC; it has gained the support of Duyun Municipal People's Government, Jishou Municipal People's Government, Lingyun County People's Government, Puan County People's Government, Shangyu County People's Government, Huangshan Municipal Bureau of Agriculture and Rural Development, Enshi Tujia and Miao Autonomous Prefecture Bureau of Agriculture and Rural Development, Ankang Municipal Bureau of Agriculture and Rural Development, Changde General Cooperative Society of Supply and Marketing, Hanzhong Tea Industry Development Center, Chongqing Wulong District Agricultural and Rural Committee, Jishou Federation of Supply and Marketing Cooperative Society, Guzhang County Tea Bureau, Vietnam Tea Association, Myanmar Tea Association, Australian Tea Association and numerous green tea main producing area governments and associations.

Chen Zongmao and Liu Zhonghua, academicians of the Chinese Academy of Engineering, as well as nearly 200 leaders of government departments, business associations, tea industry experts and scholars, and enterprise representatives gathered together to focus on the development trend of the green tea industry through the integration of "keynote speech + roundtable discussion", to promote the integrated development of tea culture, tea industry and tea technology, and to provide cutting-edge thinking and new insights to better and faster promote the high-quality development of China's green tea industry. "The 2022 China Green Tea Regional Public Brand Value Assessment Special Report", which made its public debut at the conference site, attracted a lot of attention from the industry. At the conference, the top 20 regional public brands were rewarded the licenses to promote the influence of public brands in China's green tea area!

At the exhibition site, 600+ tea merchants, tea guests, and audiences came to the conference. Over 500,000 audiences watched the live streaming online and obtained 100,000+ likes.





Regional Center Exhibitions

- Shenzhen (spring), Beijing, Shanghai, Xi'an, Dongguan Tea Fair

HJC Tea Fair is centered on core cities such as Shenzhen (spring), Beijing, Shanghai, Xi'an, Dongguan, and creates highlight topics and activities through unique exhibition positioning. Through the regional center exhibitions, the government and leading enterprises of tea-producing areas nationwide are guided to follow HJC Tea Fairs, actively develop channels in central cities, set up brand marketing centers, and seek the way of tea industry development together. Through the core city exhibitions, it radiates Guangdong, Hong Kong, Macau and the Greater Bay Area, Beijing, Tianjin and Hebei region, the Yangtze River Delta region, the western region, to create industry benchmark exhibition.





Production Area Government Tea Culture Festival



"International Tea Day" China Main Event

Tea and the World · Drinking and Sharing

In October 2020, when President Xi Jinping visited Chaozhou, Guangdong Province, he pointed out that Chao embroidery, Chao carving, Chao sculpture, Chao opera, as well as GongFu Tea and Chaozhou cuisine are all treasures of Chinese culture, which are invaluable and rare.

In 2022, "International Tea Day" China home event was the highest specification, the largest and most influential event in the history of the Chaozhou tea industry. The event was hosted by the Ministry of Agriculture and Rural Affairs of the People's Republic of China as the supporting organization, the Guangdong Provincial People's Government and the Food and Agriculture Organization of the United Nations, the Chaozhou Municipal People's Government, the Provincial Department of Agriculture and Rural Affairs, and the Agricultural Trade Promotion Center of the Ministry of Agriculture and Rural Affairs, implemented by the Chaozhou Municipal Bureau of Agriculture and Rural Affairs and the Guangdong Agricultural Foreign Economic and Farmer Cooperation Promotion Center, and planned and executed by HJC.

On the evening of May 20, more than 1,000 drones "aerial scenery" shone in the night sky of the ancient city.

The conference activities linked to the international tea organizations, business associations and representatives of the 56 nationalities in the form of video recording, held the "Global Cloud Tea Party" which was committed to Chaozhou as the "world oolong tea trading center", earned affirmation and appreciation by the industry experts, scholars and representatives of tea merchants from various places, making "Chinese cultural treasures" Chaozhou GongFu Tea accelerate to the world, and known worldwide.





Production Area Government Tea Culture Festival



2022 Ghaozhou International Tea Industry Conference

Beautiful mountain, Clear Water and Excellent GongFu Tea

The 2022 Chaozhou GongFu Tea Conference was organized by the Department of Agriculture and Rural Affairs of Guangdong Province, China International Tea Culture Research Association, China Arts and Crafts Association, China Tea Society, China Tea Museum as the guiding units, Chaozhou Municipal People's Government, Chaozhou Municipal Bureau of Agriculture and Rural Affairs, Zhongshan City Paring Support Chaozhou Rural Revitalization in the City Command, China Postal Group Corporation Chaozhou Branch, Agricultural Bank of China Limited Chaozhou Branch, Chaozhou Agricultural and Commercial Bank, China Postal Savings Bank Limited Chaozhou Branch, Chaozhou Guangji Agricultural Investment Company Limited, Chao'an District Fenghuang County People's Government, and planned and implemented by HJC.

This year's conference was closely related to the theme of "Cultural Chaozhou, GongFu Tea world", with the slogan of "Beautiful mountain, Clear Water and Excellent GongFu Tea", the conference exhibition area of 12,000 m², to create 8 thematic exhibition areas, more than 200 enterprises exhibitors, to "festival + conference + exhibition + contest" form, held 11 special activities, which is a collection of authoritative experts, leading the innovative development of the tea industry cultural exchange event, is a promotion of well-known brands of tea, showing the latest achievements of tea professional evaluation event. The scale of this event was large, the specifications were high, and the grand occasion was unprecedented. It had made Chaozhou the focus of worldwide attention, and made Fenghuang Dancong tea more famous.

This year's conference achieved 4.37 tons of tea on-site transactions, transactions of 8.43 million yuan, signed 363 orders, 190 tons of intended transactions, and intended transactions of 587 million yuan, which were remarkable achievements. The conference attracted 30 central and provincial media and their integrated media platforms, 48 industrial media, and the total exposure of each new media 30 million+. The total amount of orders sold online with live streaming exceeded 1 million yuan, and the total exposure of live streaming was 4 million+.



2022 Chaozhou GongFu Tea Conference Opening Ceremony



Fenghuang Dancong Tea Space Tea Planting Ceremony



Chaozhou GongFu Tea Banquet - Guinness Challenge Tea Party



2022 Chaozhou GongFu Tea Conference



Production Area Government Tea Culture Festival



Shanxi Yao Tea Tasting and Exhibiting Event

Taste Shanxi Yao Tea, Lead the Healthy Life

2
Academician
Representatives

19
Expert
Representatives

22
Provinces
Industry
Association
Representatives

7
Production Areas
Political and
Business
Representatives

29
Provinces
Representatives
of Jin Chamber
of Commerce

165
Yao Tea
Representatives
from
11 Provinces

15 Key
Urban
High-quality
Teahouse

In 2020, Lou Yangsheng, then Secretary of the Shanxi Provincial Party Committee, attached great importance to, and personally planned, deployed, and promoted, setting the goal of making Shanxi Yao Tea as the seventh largest tea category, and to create a "Jin" provincial public brand new strength, striving to the end of the "Fourteenth Five-Year Plan" annual output value of more than 10 billion yuan.

In September 2020, the major opening of the Shanxi Yao Tea Tasting and Exhibiting Event, was another milestone in the development of the Shanxi Yao Tea industry, but also it was another peak to promote the development of Shanxi Yao Tea. This event was co-sponsored by the Shanxi Provincial Leading Group of Yao Tea Industry Development and the China International Tea Culture Research Association, the Shanxi Provincial Department of Agriculture and Rural Affairs, the municipal governments, the Shanxi Yao Tea Industry Alliance, and HJC, with all parties working together to make Shanxi Yao Tea the seventh largest tea category in China.

On the day of the event, thousands of people attended and shared the joy of "green". The exhibition area of this event was 3,000 m², and 12 exhibition areas were set up on site to display more than 200 kinds of Yao Tea from Shanxi. Among them, 11 municipal-level exhibition areas were set up in the city, exhibitions only; set up a comprehensive exhibition and negotiation area, the selection of Yao Tea products for exhibition and marketing interaction, to carry out negotiations to improve the market awareness and share of Shanxi Yao Tea.



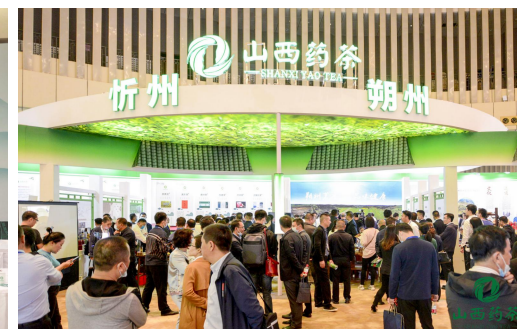
Lin Wu, then governor of Shanxi Province, attended Shanxi Yao Tea Tasting and Exhibiting Event.



Wang Cheng, then vice governor of Shanxi Province, attended a seminar on the development of Shanxi Yao Tea industry.



Liu Zhonghua, academician of the Chinese Academy of Engineering, attended the Shanxi Yao Tea tasting review



Shanxi Yao Tea Culture Festival on-site Exhibiting Event



Production Area Government Tea Culture Festival

2023 Xishuangbanna Pu' er Tea Trade Fair

The place elephants to, offer the good tea you want.

The 2023 Xishuangbanna Pu'er Tea Trade Fair is jointly organized by Xishuangbanna Agriculture and Rural Affairs Bureau, State Commerce Bureau, Culture and Tourism Bureau, State Investment Promotion Bureau, Jinghong Municipal People's Government, Menghai County People's Government, Mengla County People's Government, Xishuangbanna Tea Association, and Huajuchen. The tea fair lasted for four days, with a total of 235 international standard booths, attracting more than 300 exhibitors and an exhibition area of 36,000 square meters. The state party committee and the state government have formulated a three-year action plan and are determined to build a 100 billion Pu'er tea industry.

In the form of "exhibition + selection + competition + tourism", this exhibition will hold Xishuangbanna Puer Tea Forum, Xishuangbanna Puer Tea Industry Development, Tea Tourism Special Promotion Conference, Tea Mountain Tour and Tea Tourism Experience Tour, Puer Tea Fair Exhibition and Sales and other activities. Through the model of "government setting up the stage, market operation, and enterprise singing", accelerate the integration of tea industry, tea culture, and tea technology, and make Pu'er tea a beautiful business card of the tea industry in China and the world.



Opening Ceremony of 2023 Xishuangbanna Puer Tea Fair



Dao Wen, Deputy Secretary of Xishuangbanna State Party Committee and Governor of Xishuangbanna State



Xishuangbanna Pu'er Tea Development Forum



Selection of the 70th Anniversary Celebration of Xishuangbanna State



Production Area Government Tea Culture Festival



2021 Guangzhou International Tea Industry Conference

Tea Trade Guangzhou, Create Brilliance Together

Hosted by the Guangzhou Municipal People's Government and jointly organized by the Guangzhou Municipal Bureau of Commerce and Liwan District People's Government, the 2021 Guangzhou International Tea Industry Conference was successfully held in Liwan, Guangzhou, with the theme of "Tea Trade Guangzhou, Create Brilliance Together", taking the inheritance of tea culture and revitalization of tea industry as its mission. Representatives of tea enterprises, representatives of enterprises in the field of urban renewal, well-known experts in the industry, industry experts, distinguished guests from institutions including the Chinese Academy of Engineering, Yunnan Tea Distribution Association, Guangdong Tea Culture Promotion Association, Guangzhou Chamber of Commerce of Professional Markets, Guangzhou Tea Culture Promotion Association, Shenzhen Tea Culture Promotion Association, scholars from South China Agricultural University, Yunnan Agricultural University, Guangdong University of Finance and Economics and other universities, as well as traditional tea enterprises and new tea enterprises attended this conference. It was of great and far-reaching significance to further strengthen the hub position and influence of Guangzhou as a national tea industry distribution center.

The theme of the conference was "Tea Trade Guangzhou, Create Brilliance Together", and there were 3 major venues. During the conference, a series of activities such as "Capital of Tea Trade, Guangzhou's Mission in Building an International Consumer Center City" roundtable discussion, "How to build a new pattern of tea trade distribution in Guangzhou" parallel sub-conference, the signing ceremony of investment agreement between Liwan District Government and leading tea industry enterprises, and the inauguration ceremony of Guangdong Tea Industry Chamber of Commerce were successfully held.





Production Area Government Tea Culture Festival



China (Guangxi) Liupao Tea Contest

Guangxi Liupao Tea, Fragrant to the World

The 2020 China (Guangxi) Liupao Tea Contest was sponsored by China International Tea Culture Research Association, China Tea Distribution Association, Office of the Leading Group for Rural Work of the Party Committee of the Autonomous Region, Department of Agriculture and Rural Affairs of the Autonomous Region, Wuzhou Municipal People's Government, Guangxi Daily Media Group, Department of Science and Technology of the Autonomous Region, Department of Commerce of the Autonomous Region, Nanning Municipal People's Government and Qinzhou Municipal People's Government. Wuzhou Agricultural and Rural Bureau, Wuzhou Tea Industry Development Service Center, Cangwu County People's Government, and HJC co-hosted the event.

To carry out tea contest as a carrier, held 15 key activities, focused on promoting Guangxi Liupao Tea enterprises and tea products, showed Guangxi tea industry achievements, accelerated the creation of "Guangxi Liupao Tea" public brand strong desire, while hoping to promote Guangxi tea industry and related industries synergistic development, opened a new chapter of Guangxi tea development in the new era.



China (Guangxi) Liupao Tea Contest



Liupao Tea's Conversation with Pu'er Tea



"Golden Tea Master" Liupao Tea Brewing Competition



Liupao Tea King Contest



Production Area Government Tea Culture Festival



The 31st Xinyang Tea Culture Festival

Good Life and Youth Xinyang

The 2023 Xinyang Tea Industry Expo is one of the important sections of the 31st Xinyang Tea Culture Festival. It is hosted by the China Tea Distribution Association and the Xinyang Municipal People's Government, co-organized by the Xinyang Agriculture and Rural Bureau, Xinyang Cultural Tourism Investment Group, and Hua Juchen. The Tea Expo closely follows the theme of "Good Life Youth Xinyang", digs deep into tea culture, connects tea industry, and experiences tea life. The three exhibition halls of the Tea Life Aesthetics Museum have attracted nearly 300 brand tea companies to participate, presenting the development of the tea industry chain in an all-round way.

Xinyang Tea Expo of this year has specially planned the exhibition hall of Xinyang, the capital of Maojian in China. The exhibition hall is presented in the form of a multi-person touch-screen interactive long scroll. The audience can deeply understand the historical context of Xinyang tea from ancient times to contemporary development and the overall development of the "three teas" through the touch sensing of the large LED screen. In addition, there is also a special "Chime Bell" performance area in the exhibition area, which brings the famous Xinyang cultural element of chime bell to the scene, allowing the audience to experience the infinite charm of Chinese gala music.





Production Area Government Tea Culture Festival

2021 China (Huangshan) Tea Industry Development Conference

Gathering at Huangshan and tasting good tea together.

2021 China (Huangshan) Tea Industry Development Conference and National Famous Black and Green Tea Exhibition and Sales was hosted by Anhui Province Department of Agriculture and Rural Affairs, Huangshan People's Government, Huangshan District People's Government, Huangshan Bureau of Agriculture and Rural Affairs, Huangshan Supply and Marketing Group, and co-organized by Hangzhou HJC Xibo Culture and Creativity Co.

The conference gathered the government, associations, tea merchants, tea enterprises, invited 118 exhibitors, focused on the display of Taiping Houkui Tea, Mount Huangshan Mao Feng, Keemun Black Tea and other regional public brands, through in-depth excavation of the history of Huangshan tea culture, showcase the ecological advantages of Huangshan tea area, build tea culture dissemination, tea product display, trade exchange one-stop platform, to create a new model of tea cultural tourism deep integration development and other initiatives, focusing on the development of traditional famous tea industry, played the advantages of traditional famous tea industry, to promote the new era's high-quality development of Huangshan tea industry, and strived to make more contributions to the realization of rural revitalization. The conference invited buyers from 19 provinces and regions of the country's tea industry representatives, 15 key cities, representatives of high-quality teahouses, on-site procurement amount of not less than 3 million.





Production Area Government Tea Culture Festival



The 11th Menghai (International) Tea King Festival

Let the World Fall in Love with Pu'er tea, Fall in Love with Menghai

In 2019, the 11th Menghai (International) Tea King Festival was sponsored by China International Tea Culture Research Association, China Pu'er Tea International Appraisal Committee, China Tea Society, China Tea Distribution Association and Yunnan Tea Distribution Association as the guiding units, and hosted by Menghai County People's Government, organized by the 11th Menghai (International) Tea King Festival Organizing Committee and HJC.

Menghai Tea King Festival, with an exhibition area of 20,000m², a series of activities around Menghai tea and Menghai taste, charming Menghai and ethnic style, rural revitalization and a tribute to the 70th anniversary of the founding of New China, 23 key activities were held, attracting a total of 300,000+ visitors and 10 million+ media exposure in 6 days. And through the strong appeal advantage of the tea culture festival extravaganza, enhanced the brand awareness of Menghai tea and helped accelerate the development of Menghai tea industry.



The 11th Menghai (International) Tea King Festival



Menghai Pu'er Tea Sustainable Development Summit



Menghai Tea King Festival Pu'er Tea Blending Contest



Gala dedicated to the 70th anniversary of the founding of New China



Production Area Government Tea Culture Festival

2019 Mengla (International) Tribute Tea Festival

Tea Origin Mengla, Tribute Tea to the World

2019 Mengla (International) Tribute Tea Cultural Festival is sponsored by the CPC Mengla County Committee, Mengla County People's Government, Yunnan Mengla (Mochan) Key Development and Opening Pilot Zone, China Laos Mochan - Mading Economic Cooperation Zone, and organized by the Propaganda Department of the CPC Mengla County Committee, CPC Yiwu Township Committee, Yiwu Township People's Government, CPC Xiangming Yi Township Committee, Xiangming Yi Township People's Government, and HJC.

Mengla Tribute Tea Culture Festival, with Mengla as the main venue, Yiwu town and Xiangming township as a sub venue, fully promoted the "one festival, one conference, one exhibition, one forum" form, held 15 key activities around “tea serving, tea brewing, tea tasting, tea finding, tea discussion” to promote Tribute Tea culture; to revitalize the Tribute Tea industry; to build Mengla tea industry public brand; to build the largest tea distribution center in six Southeast Asian countries; and to make "Mengla + Tribute Tea" this city speciality to the country, to the world.

Through the Tea Culture Festival, investment promotion was held to help tea enterprises settle down and build factories (Fu Yuan Chang, Da You Pu'er, SYZW Tea, Mountain Blue and Shan Tea).





Production Area Government Tea Culture Festival



Guangxi Spring Tea Festival and Sanjiang Early Spring Tea Harvesting Ceremony

Sanjiang Early Spring Tea, Dare to be the First in the World

2022 Guangxi Spring Tea Festival and Sanjiang Early Spring Tea Harvesting Ceremony, sponsored by the Department of Agriculture and Rural Affairs of Guangxi Zhuang Autonomous Region, jointly organized by the Bureau of Agriculture and Rural Affairs of Liuzhou, the CPC Sanjiang Dong Autonomous County Committee and the People's Government of Sanjiang Dong Autonomous County, co-organized by the Bureau of Agriculture and Rural Affairs of Sanjiang Dong Autonomous County and Sanjiang Dong Autonomous County Tea Association, and undertaken by HJC. So far, HJC has hosted 2 consecutive sessions of Sanjiang Early Spring Tea Harvesting Festival activities.

The Harvesting Festival was held in turn with a series of activities such as hand-fried tea display, tea tasting in the viewing gallery, tea performance, Sanjiang early spring tea selection, "Sanjiang Early Spring Tea" brand experience officer, "Sanjiang Early Spring Tea, to Wake Up the Spring for China" cloud live streaming, etc., to show the unique charm of Sanjiang tea culture in all aspects.

Through a combination of online and offline, 21 cities and 36 industry experts were linked to promote Sanjiang tea products and specialty agricultural products, enhanced the influence and competitiveness of Sanjiang early spring tea in the country, and promoted the high-quality development of Sanjiang tea industry.





Branding Activities at Tea Fair



World Green Tea Conference



Song-style Tea Ordering Assembly by 1,000 people - World Guinness Record



"China Tea Cup" International Dingcheng Tea King Contest



International Dingcheng Song Dynasty Martial Arts Tea Contest



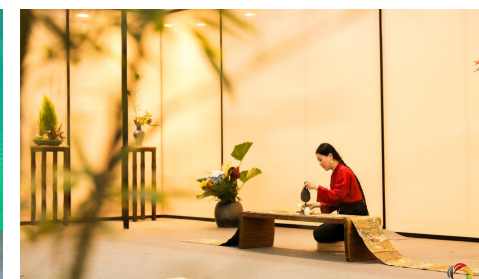
The National Competition of Tea Artisans



International "GongFu Tea" Brewing Contest



China Teahouse Industry Summit



Floating Cup Pavilion Aesthetic Space



Rural Revitalization Strategy

Getting rich and prosperous from tea.



The total area of tea plantations in China has reached 45.79 million mu (3.05 million hectares), with thousands of tea-producing counties. Among the 832 national grade poverty-stricken counties, 337 used tea as their pillar industry for poverty alleviation, of which more than 100 counties used tea as the main source of income for local farmers out of poverty. In recent years, the party and state leaders have attached great importance to the revitalization of the tea industry and encouraged the expansion and strengthening of China's tea industry.

HJC Group always upholds the enterprise spirit of "Open, Enterprising, Innovative and Outstanding" and has the beautiful vision of "Bringing good tea out of the mountains" in mind. Since its establishment, HJC has been actively promote the Chinese tea culture, building a tea industry trade platform, guiding 69 famous tea production areas, tens of thousands of tea companies to open up domestic and foreign markets, linking the governments of the tea production area to help 23 provinces including Yunnan, Guizhou, Sichuan, Guangxi, and other famous and good teas to establish a regional public brand, and become famous and world-renowned.



International Cooperation Government Units

- Association for the Promotion Agriculture of China and the 16 CEE Countries
- Vietnam Ministry of Agriculture
- Myanmar Ministry of Agriculture
- Ghana Ministry of Agriculture
- Japan Arita Town Government
- Japan Tokoname Municipal Government
- South Korea Boseong County Government
- South Korea Gimhae Municipal Government
- UAE Dubai Multi Commodities Centre
- India Tea Bureau
- Sri Lanka Tea Bureau
- Nepal Tea Bureau
- Indonesia Tea Bureau
- Kenya Tea Bureau
- Tanzania Tea Bureau
- Nigeria Tea Bureau





International Cooperation Association Units

- FAO Intergovernmental Working Group on Tea
- The International Tea Committee
- The European Tea Society
- Tea Association of the U.S.A Inc.
- American Specialty Tea Alliance
- Tea and Herbal Association of Canada
- UK Tea Council
- UK Tea & Infusions Association
- France Agency for the Valorization of Agricultural Products
- Italy Tea & Infusions Association
- Germany Tea Council
- Russia Tea and Coffee Association
- Australia Fine Tea Association
- Argentina Tea Association
- Japan Craft Center
- Korea Artisan Kiln/Kimhae Pottery Association
- Malaysia Tea Association
- Vietnam Tea Association
- Myanmar Tea Association





Domestic Cooperative Government Units

Ministry of Agriculture and Rural Affairs

Yunnan: Yunnan Provincial Department of Agriculture and Rural Affairs, Menghai County People's Government, Mengla County People's Government, Dali Bai Autonomous Prefecture Bureau of Agriculture and Rural Affairs, Dehong State Agricultural and Rural Bureau, Xishuangbanna State Tea Industry Office, Pu'er Tea and Coffee Bureau, Lincang Tea Industry Office, Baoshan Agricultural and Rural Bureau.

Shaanxi: Shaanxi Province Department of Agriculture and Rural Affairs, Xianyang People's Government, Hanzhong People's Government, Tongchuan People's Government, Ankang Municipal People's Government, Jinghe New City Management Committee of Xi'an New District of Shaanxi Province, Xi'an Municipal Bureau of Commerce, Xianyang Municipal Bureau of Agriculture and Rural Development.

Gansu: Lanzhou Municipal Bureau of Commerce and Longnan Municipal Bureau of Commerce.

Sichuan: Sichuan Provincial Department of Agriculture and Rural Affairs, Sichuan Provincial Department of Commerce, Ziyang Bureau of Agriculture and Rural Affairs, Yibin Bureau of Agriculture and Rural Affairs and Ya'an Tea Industry Development Office.

Shanxi: Shanxi Department of Agriculture and Rural Affairs, Shanxi Department of Commerce, Shanxi Federation of Supply and Marketing Cooperative Societies, Shanxi Municipal People's Government, Shanxi Horticulture Industry Development Center, Taiyuan Municipal Bureau of Agriculture and Rural Affairs and Taiyuan Bureau of Foreign Investment Promotion.

Guizhou: Department of Agriculture and Rural Affairs of Guizhou Province, Liupanshui Bureau of Agriculture and Rural Affairs, Zunyi Tea Industry Development Center, Tongren Tea Industry Development Office, Qiannan State Tea Agriculture and Rural Bureau, Leshan County Tea Development Bureau and Liping County Tea Industry Development Bureau.

Chongqing: Chongqing Municipal Agriculture and Rural Committee.

Shandong: Jinan Supply and Marketing Agency, Rizhao Agricultural and Rural Bureau, Qingdao Laoshan District Agricultural and Rural Bureau, Tai'an Agricultural and Rural Bureau, Weifang City Agricultural and Rural Bureau.

Henan: Henan Provincial Department of Agriculture and Rural Affairs and Xinyang People's Government.





Domestic Cooperative Government Units

Hunan: Hunan Provincial Department of Agriculture and Rural Development, Hunan Provincial Development and Reform Commission, Jishou People's Government, Anhua County People's Government, Baojing County People's Government and Yiyang Tea Industry Office.

Hubei: Hubei Provincial Department of Agriculture and Rural Affairs, Enshi State People's Government, Xiaogan People's Government, Wuhan General Cooperative Society of Supply and Marketing, Xiangyang Agriculture and Rural Bureau and Chibi Tea Industry Development Office.

Jiangxi: Jiangxi Provincial Department of Agriculture and Rural Affairs, Shangyou County People's Government, Shangyou County Agriculture and Rural Affairs Bureau.

Jiangsu: Nanjing Municipal Bureau of Agriculture and Rural Development, Jiangsu Provincial General Agricultural Technology Promotion Station.

Anhui: Anhui Provincial Department of Agriculture and Rural Affairs, Huangshan People's Government, Chizhou People's Government, Liuan People's Government, Qimen County People's Government, Xuancheng Agricultural and Rural Bureau.

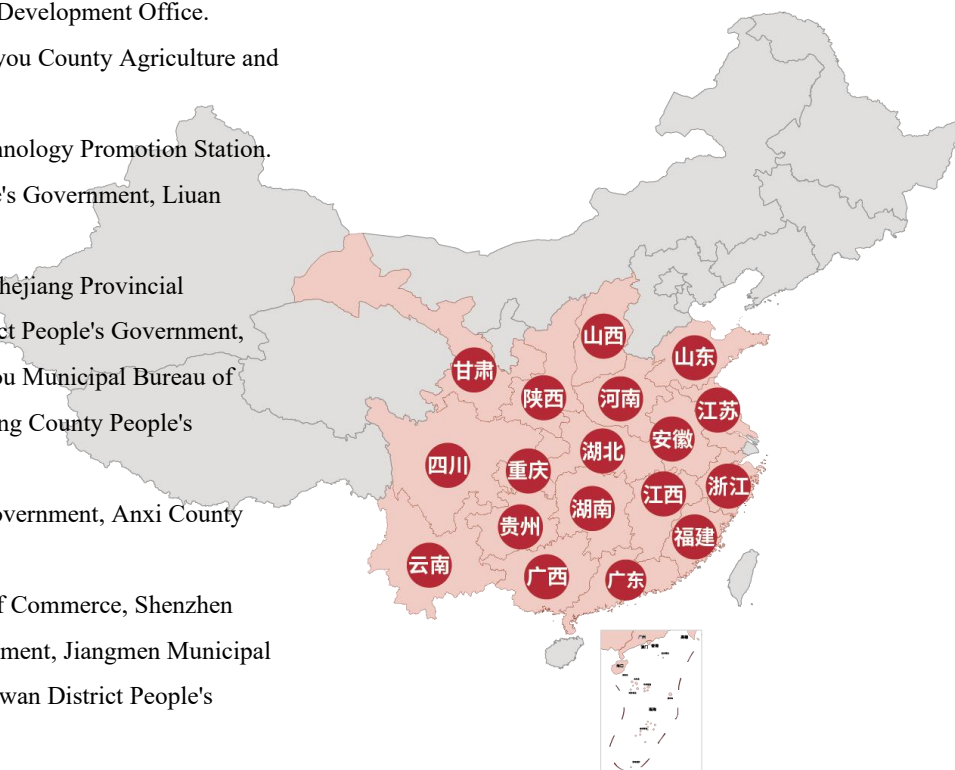
Zhejiang: Zhejiang Provincial People's Government, Zhejiang Provincial Department of Agriculture and Rural Affairs, Zhejiang Provincial Federation of Supply and Marketing Cooperatives, Hangzhou Municipal People's Government and Hangzhou Xihu District People's Government,

Hangzhou Xiaoshan District People's Government, Hangzhou Municipal Bureau of Agriculture and Rural Affairs, Huzhou Municipal Bureau of Agriculture and Rural Development, Anji County People's Government, Jinyun County People's Government and Xinchang County People's Government.

Fujian: Nanping People's Government, Wuyishan People's Government, Fuding People's Government, Fu'an People's Government, Anxi County People's Government and Zhenghe County People's Government.

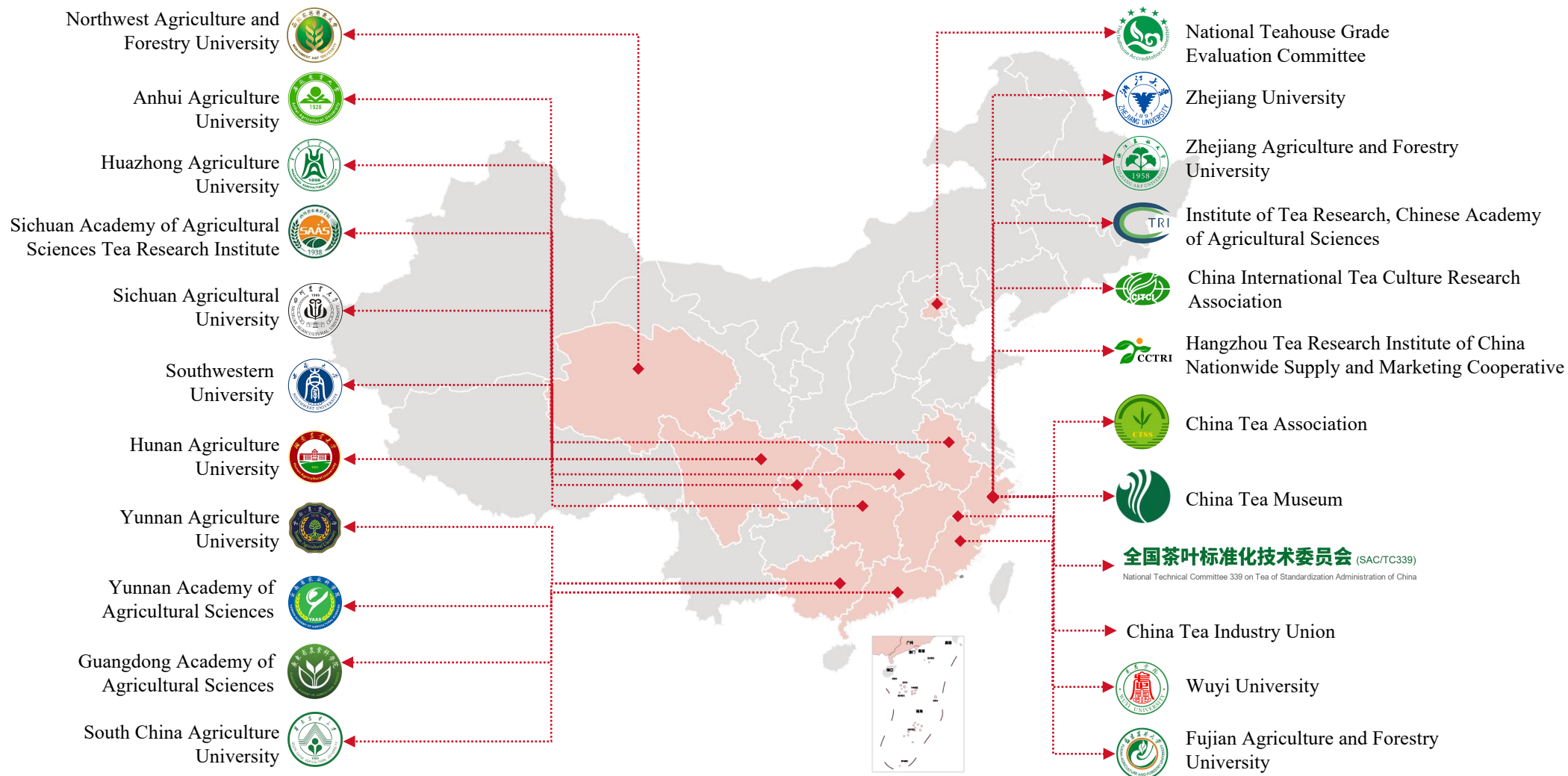
Guangdong: Guangdong Provincial Department of Agriculture and Rural Development, Guangzhou Municipal Bureau of Commerce, Shenzhen Municipal Bureau of Market Supervision, Chaozhou Municipal People's Government, Yingde Municipal People's Government, Jiangmen Municipal People's Government, Heyuan Municipal People's Government, Meizhou Municipal People's Government, Guangzhou Liwan District People's Government and Zijin County People's Government.

Guangxi: Guangxi Zhuang Autonomous Region Department of Agriculture and Rural Affairs, Guangxi Zhuang Autonomous Region Department of Commerce, Nanning Bureau of Commerce, Wuzhou Tea Industry Development Office, Wuzhou Bureau of Commerce, Baise Bureau of Commerce, Hengzhou People's Government, Sanjiang Dong Autonomous County People's Government, Qinzhou Bureau of Industry and Information Technology, Sanjiang Dong Autonomous County Bureau of Agriculture and Rural Development.





Domestic Cooperative Research Institutes



Cultivate the Domestic Market

Connect to the World

Tea Fair/Jewelry Exhibitions/Teayork Mall/Teayork Hub Warehouses/
Teayork Hub Technology/Teayork Hub Supply Chain/Teayoo Media



Shenzhen HJC Investment Holding Group Co.

Address: 2nd Floor, West Swimming Press, Baoan Sports Center, Baoan Road, Baoan District, Shenzhen

Tel: 18124774122 Fax: (86)-755-82361717

Email: admin@globalteafair.com Website: www.goodtea.cc

